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# FOOD PREVIEW

U. S. DEPT. OF AGRICULTURE  
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CURRENT SERIAL RECORDS

A summary of the food outlook especially  
designed to give maximum advance information  
to food editors to help them plan food features

U.S. Department of Agriculture  
Agricultural Marketing Service

June 27, 1963

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MEAT.....A larger inventory of cattle on feed July 1 than a year earlier is in prospect, but fed beef production in late summer and fall is expected to dip seasonally from the late spring and early summer peaks. Prices of fed cattle probably will recover substantially during the latter part of 1963. Although hog slaughter has been declining in the second quarter of the year, it probably will continue above year-earlier levels. Prices are expected to be maintained near or slightly above current levels into September. The June 21 Pig Crop Report places December-May output in 48 States at slightly above 50 million head, an increase of 1 percent over that period last year. If present breeding intentions materialize, and numbers of pigs per litter are average, plus allowances for trend--the June-November pig crop will total about 44.5 million head, the same as in 1962. The supply of slaughter lambs likely will continue below year-earlier levels through the last half of the year, and prices are expected to hold about equal with last year's levels.

## POULTRY:

Broiler----Over the past several weeks, chick production has been greater than a year ago. This will show up in greater broiler slaughter this summer and lower prices than in 1962.

Turkeys.....In July, turkey production may run about 15 percent above that same month last year and in August it will probably rise more than 10 percent above last August. June 1 cold storage holdings totaled 97 million pounds, as against 132 million a year earlier. The industry is again promoting Summer Turkey Time.

Eggs.....Over the next six months production may be a little larger than in the last half of 1962, but for 1963 as a whole it is expected to about equal last year's.

DAIRY.....Milk production the first five months of this year ran 1 percent below a year earlier but it was still 1 percent above the five-year average.

## VEGETABLES:

Fresh.....Total output of early summer vegetables and melons is expected to dip 2 percent below last year and 9 percent below average. Supplies of spring vegetables and melons are forecast at 5 percent larger than a year earlier and 4 percent above average, which shows a very slight increase over May 1 forecasts. Items in larger supply than a year ago are carrots, celery, sweet corn, tomatoes and watermelons.

Canned.....Supplies remain larger than last year and above the recent 10-year average. As for the new packs, planted acreage for 9 leading vegetable crops is down 7 percent from last year and 3 percent below average. Smaller acreages, compared with last year, are: tomatoes, down 20 percent; green lima beans, 19 percent; sweet corn, 13 percent; and cabbage for kraut, down 4 percent. Increases in acreage are shown for winter and spring spinach, up 14 percent; cucumbers for pickles, up 8 percent; beets, up 5 percent; snap beans, up 2 percent and green beans, up 1%.

Frozen.....Cold storage stocks on June 1 totaled 946 million pounds, as against 873 million a year earlier. But average for that date is sharply lower--613 million pounds.

Potatoes....The first forecast of the early summer crop is 12,591,000 hundredweight--slightly below a year earlier but 9% below average. June 1 estimates of the late spring potato crop total 23,410,000 hundredweight, or 8% above 1962.

#### FRUITS:

Peaches.....June 1 estimates of production in 9 Southern States is forecast at 18.2 million bushels--22% larger than last year's near-average crop. This size crop marks the sixth consecutive season of relatively heavy production in this 9-State area. For the Nation as a whole--the 1963 crop, including California Clingstones and Freestones--is placed at 75.3 million bushels--1% smaller than last year but 4% above average. California Clingstones, which are mostly for canning, are estimated at a record 33.3 million bushels--9% larger than last year and a sharp 37% above average. California Freestones--forecast at 12.5 million bushels--run 3% below last year but slightly above average.

Deciduous...Production of deciduous fruits is expected to be smaller than last year and below the 1957-61 average. This outlook follows the reduced 1962-63 citrus crop and generally unfavorable prospects for the new citrus crop. Remaining stocks of canned fruits are lighter, some selling at advancing prices. And prices for fresh and processed citrus fruits are continuing at higher levels than a year earlier. Deciduous fruit crops expected to be larger this year than last are apricots and California plums. Those items expected to be in smaller supply are peaches, pears, sweet and sour cherries, nectarines, and strawberries. June 1 indications are for a smaller apple crop this year also, in all areas. In California, production of Thompson seedless grapes is expected to be larger this year than last, but in the Eastern States growing conditions for grapes have been unfavorable.

Citrus.....June 1 condition of new crop (1963-64 season) oranges and grapefruit was better than a year earlier in California and Arizona, but sharply lower in Florida. The June 1 roundup of 1962-63 citrus output was 26% below the previous record crop, and the smallest in two decades. Production of oranges alone dipped 25%, grapefruit, 19%, and lemons, 28%. In Florida, production of frozen orange concentrate in 1962-63 was less than half the record pack in 1961-62. With June 15 stocks of Florida packers much smaller than a year earlier, prospective supplies for this summer and early fall are much below the heavy supplies for that period last year. On June 15, Florida packers' stocks of frozen orange concentrate totaled 42 million gals., 38% below the heavy stocks a year earlier.

Frozen.....June 1 cold storage holdings of all fruits totaled 270 million pounds, or 11% below a year earlier.

NUTS.....Production of almonds in California is expected to be much larger than last year's fairly heavy crop. But that States' walnut output is expected to be moderately smaller than last year's above-average production.

## **The Plentiful Foods Program**

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

AUGUST SANDWICH MONTH.....August 1 - 31  
CANNED TUNA PROMOTION.....August 1 - 31  
SUMMER TURKEY TIME.....August 1 - 31  
SCALLOP FESTIVAL DAYS.....August 1 - 31

The following foods will be in plentiful supply during August: Summer Vegetables, Canned Tuna, Watermelons, Peanut Butter, and Cooking and Salad Oils.